

# Automotive Daily News

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## "PONTIAC" NAME OF NEW G. M. CAR

### SEES DANGER OF OVERPRODUCTION

#### Cleveland Financiers Urge Caution In 1926

Cleveland, Jan. 7.—Production records in the automotive industry during 1926 will probably exceed those of 1925, though it is doubtful whether there are grounds for an extraordinary expansion in production, according to predictions for the new year by Cleveland financiers and industrial leaders.

At the same time a warning was sounded by E. J. Kulas, president of the Otis Steel Company.

"Automobile sales are becoming less and less seasonal each year," he said, "and consequently a comparison of October, November and December sales for 1925 with those of preceding years may not be a sound basis upon which to prognosticate future volumes of yearly business."

J. R. Nutt, president of the Union Trust Company, probably the largest financial supporter of Cleveland's many automobile and parts manufacturers, made these predictions:

"The automobile industry is looking forward to another good

#### Buick Shipped 376 Carloads on Dec. 31

Detroit, Jan. 7.—One of the largest shipping months in Buick Motor Company history reached a climax December 31, with a record day of 376 carloads of Buicks shipped from the factory in Flint. Demand for Buicks continues heavy in all sections, especially in Florida, according to E. T. Strong, general sales manager.

year in 1926, and I believe there are sound grounds for this expectation. It has long since been realized how futile it is to talk about the 'saturation point' in the automobile industry, for the automobile has virtually become a necessity in American social and industrial life.

"Higher standards of living have perhaps brought this about, but it is certain that production creates wealth, and America is now engaged in production on an unprecedented scale. So long as production remains high, high wages will be justified, and with high wages there will come increasing demands for the comforts of life, among which the automobile seems to be universally included.

"Of course, the automobile manufacturers may possibly be

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### U. S. OWN RUBBER PROJECTS URGED BY FIRESTONE

#### Reprisal Methods Not Proper Solution, He Avers

Special from A. D. N. Washington Bureau

WASHINGTON, Jan. 7.—Harvey S. Firestone, head of the Firestone Tire and Rubber Company, was the principal witness at today's hearing of the Congressional investigation of the British crude rubber monopoly.

He gave unqualified approval to the plan of Secretary of Commerce Hoover that instead of seeking reprisal measures against the British rubber growers, this government should cultivate rubber growing in Mexico and Liberia.

Other prominent rubber men scheduled to appear today before the House Committee on Interstate and Foreign Commerce were W. O. Rutherford, vice-president of the Goodrich interests; A. S. Stebberling, of Columbus, O., and A. L. Viles, general manager of the Rubber Association of America.

Mr. Firestone told the committee that investigations into the feasibility of growing rubber in Mexico and Liberia are meeting with optimistic results and that the United States should be placed on a sound basis within the next five years.

Thirty-five thousand acres of rubber will be produced in Mexico and 25,000 acres in Liberia this year, he declared, and later this production will be enormously increased. This fact should greatly relieve the British monopoly situation and gradual reduction of the price of rubber will result, Mr. Firestone said.

### DENMARK MARKET FOR U. S. GARAGE EQUIPMENT

Special from A. D. N. Washington Bureau

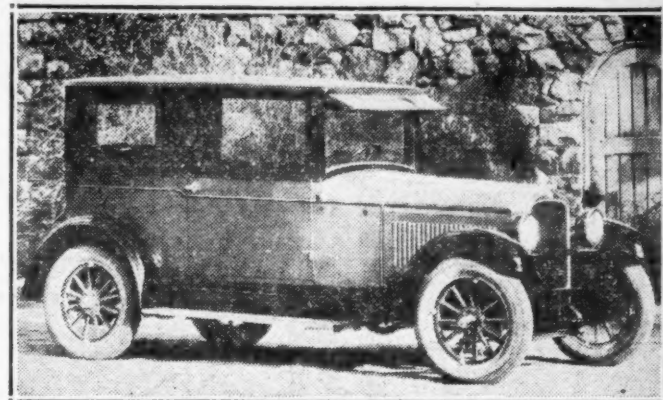
Washington, Jan. 7.—There is a good market for American garage and service equipment in Denmark, it followed up closely and accompanied by a liberal credit policy, the Department of Commerce announces.

It is pointed out that the average Danish mechanic and shop worker is a highly skilled workman who appreciates quality. Considerable criticism of poor quality garage and shop equipment of American manufacture has been heard, the department stated.

### RHODE ISLAND MAY HAVE AUTO INSURANCE LAW

Providence, R. I., Jan. 7 (U. T. P. S.).—Rhode Island will follow the example of Massachusetts in the matter of compulsory automobile insurance, if a bill which is to be filed in the state Senate by Senator Max Saugy, Republican, of Warren, becomes a law.

### Will Be Displayed to Public at N. Y. Show



Pontiac Six Five-Passenger Coach

Special from A. D. N. Detroit Bureau

DETROIT, Jan. 8.—Specifications and detailed description of the new General Motors six-cylinder car, which has been named the Pontiac, have just been announced by the Oakland Motor Car Company, Pontiac, Mich.

### Pontiac, Gen. Motors New 6, Christened

Pontiac, Jan. 7.—The Oakland Motor Car Company christened its new light six car the Pontiac this afternoon with a program held in front of the administration building of the local plant. Miss Ester George of Pontiac broke a bottle on the car. General Manager A. R. Glancy and Mayor Charles L. Rockwell gave talks. The newest of the Oakland family will make its appearance at the New York auto show.

### ENGLISH DELEGATION TO SHOW ARRIVES

New York, Jan. 7.—The English delegation to the World Motor Transport Congress, headed by Sir William Letts, K. B. E., president of the Society of Motor Manufacturers and Traders, arrived in New York today. Other members of this delegation were Frank Lanchester and H. G. Burford, chairman of the commercial vehicle section of the Society of Manufacturers and Traders. Representative of the distributing side of the delegation was Roland Winn of Leeds. Mr. Winn represents the Motor Agents Association.

### FIVE BIG SHOW ISSUES

AUTOMOTIVE DAILY NEWS will publish special show editions every day during the National Automobile Show in New York next week. These big editions will embody a complete account of ALL the exhibits and ALL those in attendance as well as ALL the happenings and ALL the news of the show while it is NEWS—every day!

This new low-priced six will be produced and distributed by the Oakland division as a companion car to the new Oakland Six and makes the sixth passenger automobile in the General Motors line.

The Pontiac Six will be shown to the public for the first time at the New York Automobile Show, and also in the lobby of the Commodore Hotel during show week. Two body types are offered—the five passenger coach and the two passenger coupe.

The six cylinder engine is of L-head construction with 3 1/4 inch bore and 3 3/4 inch stroke, and follows the proven Oakland Six engine in many major features of design. It develops 36 brake horse power at 2,400 r. p. m.

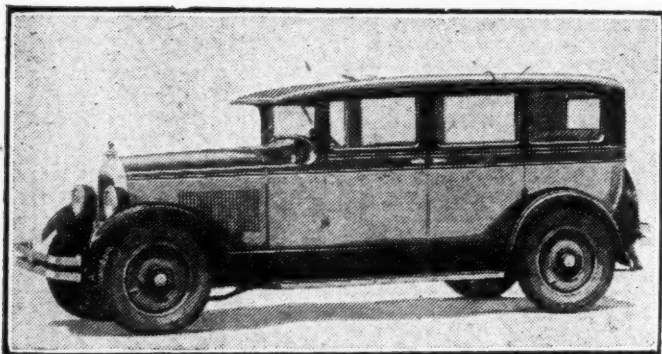
Cylinder and crankcase are cast en bloc, with water jackets completely encircling all cylinders and valve seats. Cylinders are honed, in accordance with standard Oakland practice. Pistons are light semi-steel with an unusually large piston pin, locked in the piston. Force feed lubrication, chain driven camshaft, interchangeable bronze backed main bearings, full automatic spark control, torque tube drive, Elliott type front axle, semi-floating rear axle with spiral bevel drive gears, and semi-elliptic springs are some of the advanced engineering features.

It is an exceptionally large car for its class and price, with a wheel-base of 110 inches. Bodies are Fisher-built with double beading on the sides and are finished in permanent Duco. The VV one-piece windshield and all other features characteristic of Fisher craftsmanship are found in the bodies. Artillery wood wheels and full balloon tires are used.

The Pontiac Six engine is what is known as the moderate speed type, particularly designed for low upkeep, continuous performance and long life. It has a highly developed combustion chamber, permitting the use of a compression of between 80 and 85 pounds without

(Continued on Page 2)

### Page to Reveal New Line of Sixes at Show



Seven-Passenger Sedan of New Paige Line

NEW YORK, Jan. 7.—A brand new line of Paige sixes, not to be generally introduced until late in February, will be revealed at the Automobile Show by the Paige-Detroit Motor Car Company, Space A-3.

The forthcoming Paige, this advance showing discloses, is new throughout chassis and body, yet retains the lines that have long been characteristic of this car. The radiator outline and hood contour remain modified to conform with the improved chassis and bodies.

The new Paige line will consist of the following models:—

Five-passenger sedan, list price, \$1,495; the five-passenger sedan de luxe, \$1,670; seven-passenger sedan, \$1,995; and the limousine and touring models, prices not yet fixed.

Heretofore, the Paige has been in a considerably higher price class and now for the first time invades

the very popular and highly competitive \$1,500-\$2,000 field, officials of the company announce.

Body and chassis both reveal the trend of the times to adapt the automobile to present day condi-

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**NEW commercial car registrations throughout the country, compiled for the week and month, will be found on Page 4 of this issue.**



## 'Pontiac,' Name of New General Motors Six Car

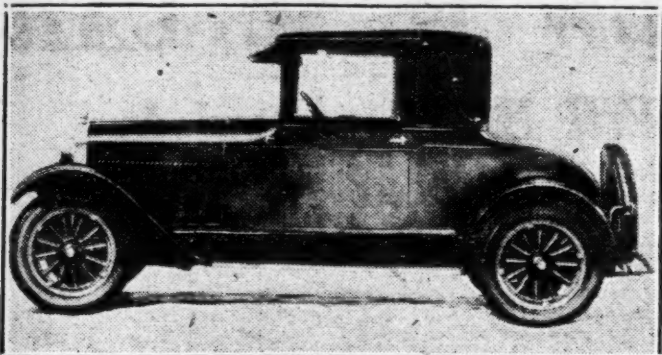
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the slightest indication of fuel knock or detonation, and adding to the economy of operation.

Cylinders are cast en bloc, integral with the crankcase, and with detachable cylinder heads, made in two parts, front and rear section. This construction makes possible a

piston pin is locked in the piston by a tapered set screw through the boss. It is 1 1-16 inch in diameter.

Mushroom valve lifters with chilled iron heads electrically welded are used. These are paired six in a bracket, and are easily removed from the cylinder block. The valves are 1 1/4 inches in di-



Pontiac Six Coupe

straight line drive and center location for the distributor. It also eliminates the inconvenience of having to retune the car whenever the cylinder head is removed.

The cylinder block is cast with water jackets completely encircling each cylinder and with ample passage around each of the valve seats. This construction insures an equality of cooling throughout the block to maintain cylinder bores and valve seats true, regardless of the engine operating temperature.

The crankcase construction is unusual in a car of this price class in that the crankshaft center line is located well up towards the center of the crankcase, instead of on the parting line between crankcase and oil pan, as in the usual type of construction.

In this construction the crankshaft is so placed that there is a minimum displacement of the alignment of the main bearing when any weaving or distortion of the case takes place. This also permits making the structure more stiff and rigid as well as oil tight.

Cylinder bores are finished to a high degree of accuracy through the honing process developed by the Oakland Motor Car Company, which is fast becoming standard for the higher priced cars. This high, glass-like finish permits a very accurate fitting of the pistons and a close seal of the rings in the cylinder bores.

The crankshaft is of three bearing construction, with large journals and crank pins. The shaft itself weighs 45 pounds. It is statically and dynamically balanced, with a stiffness of construction that holds it true at all speeds.

Bearings are extra large for the weight of the crankshaft and the load which it must transmit. The front bearing is 1 15-16 inches in diameter by 1 1/4 inches long. The center bearing is 2 inches in diameter by 2 inches long, and the rear bearing 2 1-16 inches in diameter by 2 inches long. The crank pin is 2 inches in diameter by 1 9-16 inches long.

Connecting rods are drop forged from high grade steel with "I" shaped section. The crank pin bearings are of the shimless type, cast into the rod by pressure process.

A strong but light weight piston of semi-steel material characterizes the construction of this important unit. A unique feature of this system is the location of the one piston ring at the bottom of the skirt. This is a special oil control ring, with the back of the ring groove drilled to carry off the oil. The ring is located at this point to better control the passage of the oil and to stiffen the skirt. Piston rings are 3-16-inch wide, with the upper two, or compression rings, of the plain, step-cut construction. The bottom ring is



Radiator Cap, Name Plate, and Emblem of Pontiac.

the grooved oil control type. The ammeter, with 5-16-inch lift. Exhaust valves are of silicon-chromium alloy, and the intake valves are of nickel steel.

A force feed lubricating system is used, operated by a gear type pump located in the oil pan under the level of the oil so that it is self priming. The oil is carried in tubes from the pump to the front, center and rear main bearings, and reaches the connecting rods through passages drilled in the crankshaft. Piston pins, cylinder walls, valve lifters, camshaft bearings and valve stems are oiled by the spray thrown off from the rotating crankshaft.

The oil pan consists of a pressed steel pan containing a false bottom fitted with a fine mesh screen. The oil pump is located under this screen. This construction prevents any difficulty in freezing temperatures, as any water contained in the oil that might freeze will sink below the pump level and not interfere with the operation of the pump and lubricating system. An oil pressure relief valve is provided which maintains a constant pressure after a certain engine speed is reached.

A pressure feed system using heavy oil is provided for chassis lubrication. All lubricating points are conveniently located, so that complete oiling can be accomplished in a few minutes.

A specially constructed intake manifold insures perfect distribution and quick heating of the gases, with seasonal control and a minimum of crankcase dilution. The manifold has three ports, with two cylinders fed from each port, and the size of the passage is so regulated that each cylinder receives an equal amount of gas at any speed. The construction also provides a right-angle bend, which sets up a centrifugal action in the gas, thus throwing any unvaporized gasoline against the hot

(Continued on Page 6)

## GROUP INSURANCE FOR MILLER EMPLOYEES

Akron, O., Jan. 7.—Every employee of the Miller Rubber Company will be provided with the means of protection through the purchase by the company of \$11,000,000 group plan life insurance for its members. This purchase was announced Monday by Jacob Pfeiffer, president of the organization.

## CHRYSLER MAKES GOOD SHOWING

Leads Cook County in \$2,000 to \$3,000 Class

Chicago, Jan. 7.—Chrysler cars led the \$2,000 to \$3,000 class in automobile sales in Cook county during 1925. A total of 2,731 found owners in that district during the twelve-month period. Perhaps more remarkable than the sale of the Chrysler was that of the Packard, which accumulated a record of 1,639 for the year, the latter in face of an underproduction during the spring and summer months.

Flint had a total of 1,113 for Cook county. Cadillac sold 1,073 and Reo 1,046.

Only five makes in the class mentioned above disposed of more than 1,000 cars in this county. Jordan registered 653 sales, Lincoln 522, Moon 427, Paige 415, Marmon 229, Peerless 204, Wills Sainte Claire 167 and Stearns 133.

December proved an unusual month in the county for motor car sales as indicated by the fact that total sales were greater than for November. The returns yield December 2,761 as against 2,711 for November.

Buick continued to make records with a sale of 332, being second only to Ford with 511 for the month. Chevrolet occupied third place for December with 175. A recapitulation for five months gives Chevrolet a lead over Buick, the respective standings being 2,103 and 1895. From August to December, inclusive, Ford sales reached 3,751.

Nash made an excellent showing with 142 for December, just ten less than that of November. Packard had 133 for the month, Chrysler 122, Hupmobile 126, Willys-Knight 106 and Studebaker 103.

Combined, the Overland and Willys-Knight had a December total of 172, while the Hudson and Essex combination totaled 153. It was expected that a material change would be shown in the next few months with the Jewett and Paige alliance. Last month's sales for the two lines were twenty-three Jewetts and fifteen Paiges. The New-Day Jewett reached Cook county very late in the month.

Dodge Brothers felt the effects of the impending price cut early in the month but came through after it was announced that cars bought after the middle of December would be allowed the January cut. The sales for the month were 98, showing improvement over November.

Other sales recorded follow:—

Ajax, 14; Auburn, 32; Cadillac, 98; Chandler, 24; Cleveland, 8; Durant, 3; Flint, 31; Franklin, 20; Gardner, 7; Gray, 1; Jordan, 56; Kissel, 8; Lincoln, 77; Locomobile, 8; Marmon, 22; Moon, 11; Diana, 3; Oakland, 65; Oldsmobile, 33; Peerless, 11; Pierce-Arrow, 19; Reo, 35; Rickenbacker, 13; Rollins, 2; Star, 4; Stearns, 8; Stutz, 6; Velie, 1; Wills Sainte Claire, 19.

Car sales for December for the northern part of the state aggregated 4,446 and for the central division 1,494. Ford sold 1,150 north, and 711 central, while Buick had 462 and 98 respectively, while Chevrolet registered 396 and 205.

## New Stutz Eight Shows Excellent Performance

By ALEXANDER JOHNSTON

INDIANAPOLIS, Ind., Jan. 7.—Since the recent debut of the new Stutz eight, which was first announced in the Automotive Daily News, I have had a chance to ride in this new Hoosier performance marvel. It was a ride that even the hardened veteran among motorists never would forget. There was a smoothness, a floating quality about the car's progress even under unfavorable conditions, that was a revelation.

The car was driven under the most unfavorable traffic conditions, but its acceleration and braking were marvelous. From a place in a slowed down line of cars, it was stepped up to a rapid passing speed in what seemed a moment. Actually I was told the car will accelerate from five miles per hour to 25 in 6 1/2 seconds. This made it possible to leap forward out of a traffic line, pass a number of cars and drift into place at caravan speed without the slightest difficulty or inconvenience. The car answers the slightest touch on the accelerator with increased speed, but without the slightest suggestion of a plunge forward. In fact the acceleration movement is so smooth that the driver doesn't realize how quickly he has increased his speed.

In a series of acceleration tests on the speedway of this new Stutz production some remarkable records were achieved. From a speed of 5 m. p. h. the car was stepped up to 70 m. p. h. in less than 30 seconds. This is truly remarkable and the others are entirely comparable. From 10 m. p. h. to 25 took just 5.2 seconds. From 15 to 40 m. p. h. the time consumed was just 9 seconds. Twenty to 50 m. p. h. took 11.7 seconds. From 30 m. p. h. which may be considered ordinary driving speed, the acceleration to railway speed of 60 miles took exactly 13.3 seconds.

During the drive under actual traffic conditions, the riding qualities of the car were given a hard test. All the worst sections of the city's paving were encountered. To say that the car met the test satisfactorily, is putting it mildly. It met it triumphantly. There never was a moment when the passengers were uncomfortable. The car road easily and without any of the "jumpy" movement that sometimes occurs under such conditions. The spring suspension reacted easily and gently. The tires were 32x6.20 Selberlings carrying 36 pounds of air.

The new braking system seems to be all that has been claimed for it. Not only did it stop the car short at speeds up to 40 miles per hour, but it did the job with a beautiful gradation of speed reduction that took out all the usual uncomfortable sensation of being jerked up, that emergency stops are supposed to bring.

In driving this car, one rapidly gains a sense not only of unlimited speed and power, but of perfect control. The driver gets a feeling of complete mastery over traffic conditions and an automatic assumption that anything he asks the car to do, will be instantly responded to with everything he may ask.

Tom Rooney and Bert Dingley, old racing men of long experience and presumably "hard boiled" as regards car performance, handled the Stutz in all its tests. They were enthusiastic about what the car could do. In fact, they were vociferous in saying that it would do anything that any car could be asked to tackle. In the language of the undergraduate, "These Stutz people have spilled something in this new eight-cylinder beauty."

## LUBRICANT COMPANY

Evansville, Ind., Jan. 7.—The Checker Oil and Grease Company, a concern specializing in distribution of lubricants, started business here last week with offices at 1401 East Illinois St. The new company was organized by Frank Enz, former president of the Evansville Oil and Grease Company.

## PAIGE TO SHOW NEW SIX LINE

Cars Will Be Revealed To Public for First Time at N. Y.

(Continued from Page 1)

tions, as already exemplified by the Paige company's recent New-Day Jewett, it is declared. The new Paige has many of the features that mark the new Jewett. Hydraulic four wheel brakes are standard equipment, and steel construction effects a notable improvement in the bodies. The standard colors are striking two-tone lacquer combinations.

The new Paige engine is 3 1/4 inches bore by 5 inches stroke, developing 63 horsepower at 2,800 revolutions per minute. It follows closely the Paige and Jewett standards of the past, but has been notably improved in several respects. Pressure feed lubrication has been extended to include the wrist pins, the connecting rods being bored to conduct the oil from the crank pins to the small end bearings.

The front end drive is by silent chain, with automatic adjustment to maintain the proper tension, compensating for stretch and wear.

An air cleaner, mounted directly on the carburetor, is standard equipment.

The chassis is of 125-inch wheel base. Tires are 32x6 balloons. The external hydraulic brakes contract over 14-inch drums on all four wheels.

The use of steel in the corner pillars of the body effects an improvement in visibility. Not only is the danger of the "blind spot" eliminated, but there is a great gain in strength despite the reduction in weight and bulk.

Standard equipment for the new line is complete. Besides the usual instruments and tools, it includes an electrically operated clock and a gasoline gauge on the dashboard, coincidental steering and ignition lock, shock absorbers, automatic windshield wiper, rear view mirror and stop light.

In addition, the de luxe models are equipped with front bumpers and quarter rear bumpers, while all de luxe closed cars have heaters. Both standard and de luxe five-passenger sedans carry steel trunks, lacquered in the same colors as the bodies.

## PISTON RING OUTPUT INCREASES IN 1925

Muskegon, Mich., Jan. 7.—The Piston Ring Company shipped 37,733,288 Quality Brand piston rings during 1925, an increase of over 50 per cent. over 1924 shipments. Extensions are now being made to its machine shop, and orders have been placed for additional machinery to take care of a much larger production for 1926.

## NEW HAVEN CLUB TO MEET

New Haven, Conn., January 7.—Fully 4,000 are expected here to attend the annual meeting of the New Haven Automobile club which will be held at the Hotel Taft, Tuesday evening, January 19. The membership comprises auto dealers, owners and drivers throughout New Haven county.



## In New and Used Car Marts

1925 BUSINESS  
BEST IN HISTORY

New York, N. Y., Jan. 7.—New York dealers are jubilant over the showings in sales for the year. The year past has been exceptionally good is the general report.

"The biggest year since we have been in business, for both new and used cars," says W. H. Owen of the Upperca Cadillac Corporation. No pessimism was encountered among any dealers in new cars. The consensus of opinion seems to be that the record of the year just past will be exceeded in the year now coming up.

"Sales just as present are being held up somewhat by the automobile show," says H. F. Stevenson of the Moon Motor Company. "but prospects are good for sales during the show and immediately afterward."

Christmas week was good, says C. E. McDonald of Stearns-Knight. The majority of cars being sold right now are to old customers who are willing to take the word of the dealer that there will be no changes in cars and therefore do not wait for the show. Stearns-Knight is expecting that some intensive advertising and selling campaigns will develop out of the purchasing of an interest in the firm by John N. Willys and his associates, according to Mr. McDonald.

1925 Record Year  
For Buffalo Dealers

Buffalo, Jan. 7.—Although there was a general slowing up in the sales of new cars compared with November, the month of December was a record breaker when contrasted with other December, most of the dealers report.

Carlton Proctor, secretary of the Buffalo Automobile Dealers' Association, says that 1925 has been a wonderful year for members of his organization, taken as a whole, and they are facing the new year chock-full of optimism.

A note of warning is sounded by Mr. Klinck, of Roesch & Klinck, Flint distributors, who says that the prospects for 1926 depend entirely on the manufacturers. Business was unusually good throughout last year, said Mr. Klinck.

He points out that general business conditions in this vicinity indicate no immediate change for the worse. The public has been thoroughly educated to the value of the automobile in everybody's life and will go right on buying in about the same volume as the year just closed, provided the manufacturers do not upset things by overproduction, overloading of the dealers and consequent price warfare, in Mr. Klinck's opinion.

December has been nearly 100 per cent. better than the same month last year, reports Charles F. Monroe of the Monroe Motor Car Company, Marmon distributor. Engel Motors, local Peerless distributor, says its new car business was even with last December.

A. W. Hallie Company, Ford distributor, sold sixty-five new cars for December. This company has been pushing its new car business with advertising and personal salesmanship, and excellent results have been obtained.

Canton Cheered  
By 1926 Prospects

Canton, O., Jan. 7.—With the advent of the new year optimism prevails among most of the auto dealers in Canton and district, and from all indications the first three months of 1926 will see greater activity than the corresponding period a year ago.

Dealers are basing their opinion on the fact that local industry is on the upturn and has been more substantial the past two months than any time during the year, which is a sure indication that auto buying will see greater activity in the months to come. The unemployment situation has eased up and those who want to work can find a job.

Factories will run on increased schedules after the first of the year and the Canton district, which has in it many large concerns which make automotive parts as well as steel and bearings, has orders on hand to insure steady operation throughout the entire first quarter, officials said this week.

USED CARS PILE  
UP ON DEALERS

Salt Lake City, Utah, Jan. 7.—

There are more used cars in dealers' hands than there were a year ago. This is due to falling prices of new cars, the tendency to extend term payments, and to the great popularity of closed cars.

Sales Manager Smith of the Botterill Automobile Company said the company had more used cars on hand than last year. He attributed it to the lower prices for new machines and the greater liberality in regard to extension of monthly payments.

Lloyd Weeter of the Weeter Motor Company said used cars were selling well. Mr. Weeter said he was advising people to keep their old cars instead of trading them in at a loss. He did not know whether this would be the solution to the used car problem for dealers, as there were many who could not afford to buy a new machine if they could not get something on their old one.

Manager De Graff of the Certified Used Car Public Market described business in good shape. The market represents six local dealers and Mr. De Graff said that while there were about 300 cars on hand a year ago there are at this writing, but 198.

No Encouragement  
In Used Car Market

Evansville, Ind., Jan. 7.—Leading dealers in used cars regard the first part of the new year as offering little encouragement. It is expected that the slack demand will continue on into February.

"The market is glutted," said R. E. Eckler, president of the Eckler Motor Company, Ford dealer. "There are too many used cars coming on to the market that will not bring a price that represents any advantage to the dealer. More trade-ins are being required to make a sale. Dealers will have to take some concerted stand on trade-ins, which is to say that a lower figure must be established."

In spite of the seasonal falling off in used car sales, Mr. Eckler reported the present conditions as 25 per cent. ahead of this time in 1924.

"I expect a slow market for this month," said William Wheaton, used car department manager for the Benninghof-Nolan company, Willys-Knight and Overland distributor dealer. "The cold weather has considerably slowed up business. The aftermath of Christmas shows up with lowering of family finances. Prospects for February are very good."

Demand at Low Ebb  
In Topeka, Kansas

Topeka, Kan., Jan. 7.—Large supply and very weak demand characterized the used car market for the territory right now. Used car prices are the lowest in years, with open models selling not at all and even the best of closed models moving very slowly.

"Repossessions by finance companies have much to do with this situation," said A. B. Kirkpatrick of the Capital Auto and Supply Company. "The finance companies are dumping used cars on the market for the amount of their equity, which in nearly every case is way below normal prices."

"New car sales are being clogged by the slow used car market," said George Badders, Ford dealer. "Low prices for turn-ins are preventing many new car sales."

"There's every prospect that soon after the first of the year the used car situation will loosen up," said W. H. Imes of the Imes Motor Company, Dodge dealer. "Farmers are the best used car buyers and snap up real bargains such as we now have. After the first of the year, when the farmers cash in on their corn, they'll be making the used cars move."

**EFFECTIVE DISPLAY!** The Union Chevrolet Company of Memphis, Tenn., provides this setting for its cars. Half of the large showroom has been converted into an enticing section of the great wooded spaces as they should appear (but rarely do in Memphis) under a wintry mantle.



## With the Distributors

## WINS NASH CONTEST

Kansas City, Jan. 7.—A deal closed fifteen minutes before the deadline of a sales contest won a \$500 prize for Printz R. Wells of the Nash-Levy Motors sales force.

The company, Kansas City distributor of Nash-Ajax cars, at the start of the year, offered \$1,500 in prizes to the salesmen making the highest records for the year. The end of the year found Wells, H. B. Wright and H. B. Cathard each in a "dead heat" for first place, but Wells, with the deadline but one-fourth of an hour away, rounded up a customer—and clinched the \$500. Wright and Cathard tied for second place, so the second and third prizes were combined and each took \$250.

## GOOD RECORD

Portland, Ore., Jan. 7.—The Packard Sales and Service Company of Portland stands ninth in percentage of sales for last year in

the entire United States, it has been announced. Every employee of the company who has been with the firm more than six months received a bonus at Christmas time, in addition to an insurance policy.

## WINS FIRST PRIZE

Los Angeles, Cal., Jan. 7.—William E. Bush, Inc., distributor of Pierce-Arrow cars in this territory, has been notified that it won the first prize of \$500 in the president's contest conducted by the Pierce-Arrow Motor Company.

## ALBERT SUCCEEDS PARROTT

Newburgh, N. Y., Jan. 7.—Announcement is made of the retirement of Major Malcolm E. Parrott as president and general manager of the Parrott Motor Company, Inc., of this city, distributor of Dodge Brothers motor vehicles and Graham Brothers trucks. He is succeeded by Frank G. Albert of Stamford, Conn., formerly Dodge dealer in Connecticut.

Baltimore's Auto  
Row Thinning Out

Baltimore, Md., Jan. 7.—Baltimore's auto row is thinning out. High rentals and acute cases of cramped quarters due to business expansion are chasing both sales and service departments to less crowded areas.

Although this activity has been going on for more than a year, late moves and contemplated movements define the trend more definitely than ever before. The Neill Buick Company has moved its service quarters into a large new building at 26th and Sisson Streets.

The Wilson Nash Company announces that it has acquired a large lot at Remington Avenue and 29th Street as a site for a big service station. The Autocar Sales and Service Company has let the contract for a modern sales and service building at Sisson and 27th Streets, one block from the Neill Building.

Other companies which have recently removed all departments to sections are Olmstead & Moore, Oldsmobile distributors; the Eastwick Motor Company, Dodge distributor, and the Stutz Sales Company.

The move was started a year and a half ago when von Schlegel-Fox Motors, Inc., Hupmobile distributor, left Auto Row for a position on the Fallsway. It was followed quickly by the Jester Overland-Knight Sales Company, which located in an adjacent building.

Shortly afterward the Baltimore Peerless Company moved northward, followed by the Cochrane Sales Company, Rickenbacker distributors, and the Maryland Flint Company.

## SEATTLE CO. TO REBUILD

Seattle, Jan. 7.—The Stadium Tire and Battery Company here plans the rebuilding of its service station. The work planned by the company will cost \$2,500, and involves considerable concrete work.

for Economical Transportation

CHEVROLET  
REDUCES PRICES

Effective January 1, 1926

Touring ..\$510	Coach .....\$645
Roadster \$510	Sedan .....\$735
Coupe ....\$645	1/2-ton truck, \$395 (chassis only)
1-ton truck .....	\$550 (chassis only)

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Q U A L I T Y A T L O W C O S T



**WELLMAN-SEEVER  
ANNOUNCES REMOVAL**

Akron, O., Jan. 7.—The Wellman - Seever - Morgan Company, manufacturer of castings, engine parts and engines, announces that its engine and tractor division will be transferred to Orrville, subsequent to the purchase of the Sanderson plant there.

The new plant will employ about seventy-five men and will have approximately 60 per cent. more floor space than the company's old quarters here, which it is intimated will be disposed of.

**TO ATTEND SHOW**

Buffalo, N. Y., Jan. 7.—A. B. Shultz, president Houde Engineering Company, Buffalo, W. A. Clare, general sales manager; H. B. Burr, factory sales manager; F. A. Wickham of the sales department and W. H. Kendall, New England representative of the Houde company, have gone to New York to prepare for the automobile show.

**NEW ADDITION**

Des Moines, Ia., Jan. 7.—Due to the greatly increased sales during the last year, the Stewart-Warner Products Service Station announces a new addition to its present building of 100 feet frontage. M. Zucker, general manager of both the accessory and radio division, announces that effective January 1, R. E. Hacker is office manager of both divisions; E. R. Nidver, sales manager of the accessory division, and T. C. Le Cocq, sales manager of the radio division.

**ASK NOTIFICATION**

Boston, Jan. 7 (U. T. P. S.).—A bill that will make it necessary for city and town authorities to notify members of the Legislature and the city council of Boston of all hearings on the petition of persons for right to build a storage tank for gasoline or oil has been filed by Senator John W. McCormack of South Boston with the incoming Legislature.

**AUTO BODY COMPANY  
LAUNCHES SAFETY DRIVE**

Amesbury, Mass., Jan. 7 (U. T. P. S.).—The Biddle & Smart Company, one of the large automobile body factory plants in this section of the country, has launched an intensive safety campaign among its employees through the employees' association. The employees and officials met at a dinner in K. of P. hall and listened to addresses on the matter of practical and simple rules for provision against accidents and disease. The firm's organ, the Tattler, will devote the greatest part of its current issue to stimulating interest in this safety campaign.

**PLAN ADDITION**

Des Moines, Ia., Jan. 7 (U. T. P. S.).—Mortimer J. Zucker, manager of the Stewart-Warner Products Service Company, announces plans for a \$40,000 addition to be built to the present building. Building operations will begin February 1.

**BUYS COY VALVE**

Olympia, Wash., Jan. 7.—E. L. Fisher of Tacoma has purchased at sheriff's sale the assets of the Coy Valve Company of Chehalis for \$22,982.07, on judgment brought by Fisher. The Coy Valve Company plant was erected to manufacture the Coy Valve.

**PLAN 1926 PROGRAM**

Columbus, O., Jan. 7 (U. T. P. S.).—Traveling salesmen representing the J. H. & F. A. Sells Company, jobbers of automotive accessories, held a sales conference at the company's office recently and outlined plans for the 1926 campaign.

**WISCONSIN AXLES**

If your present axle equipment is not satisfactory or is too expensive to maintain, replace with a Wisconsin Axle. We supply axles to operators of truck and bus fleets.

Bevel Gear, Double Reduction and  
Worm Drive

Full-Floating Semi-Floating

WISCONSIN PARTS CO.

Oshkosh, Wis.

**NEW COMMERCIAL CAR REGISTRATIONS FOR WEEK ENDED DECEMBER 26, 1925**

States	Acme	Autocar	Brockway	Chev-rolet	Com-merce	Dia-mond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	Inter-national	Mack	Mason	Over-land	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscellaneous	Totals	States
Kansas							1			2																			3	Kansas
Louisiana										11																			16	Louisiana
Maryland			2	11			6	3		59			4	2					5								2		94	Maryland
Nebraska				2			1	1		16									1										21	Nebraska
N. Hamp.							1			1																			2	N. Hampshire
Oklahoma							6	5		97		1	3	1					3	1							1		118	Oklahoma
Oregon				3				1		5									1										10	Oregon
Texas				23			1	3		85		1	2	1													1		117	Texas
Utah										2																			2	Utah
Wash'gton				7			10	6		35			2					1	1	4									66	Washington
Wyoming							2	1		1																			4	Wyoming

**LATEST MONTHLY NEW COMMERCIAL CAR REGISTRATIONS**

The figures shown in this table are for November, except where otherwise noted, and are compiled by R. L. Polk & Co. of Detroit.

States	Acme	Autocar	Brockway	Chev-rolet	Com-merce	Diamond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	Inter-national	Mack	Mason	Over-land	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscellaneous	Totals	States	
Alabama				37		1	22	8	5	655		2	12	9				2	3								11	4	771	Alabama	
*Arizona				12			19	9	1	33	1		2	3			1	10	7					1			1	2	102	Arizona	
Arkansas				9			9	1		121				1						1							1		143	Arkansas	
California	1	14		154		2	169	127	48	490	5	22	18	59	2	7	5	48	4	2		2	15	3	1		38	116	1352	California	
*Colorado				40			2	20	7	276		3	7	4				4								2	3	2	370	Colorado	
Conn'ticut	1	6	4	50			74	30	29	237		6	13	53			9	62	4	1			3		1		33	14	630	Connecticut	
Delaware			1	7				1		42		1	1					1										3	57	Delaware	
Florida				8			7	11	11	174		2	11	8			1			3		1					1	8	246	Florida	
Georgia				8			6	8	5	199			5	12				2									9	23	277	Georgia	
Idaho				8			6	4		43		1	2	4				1	1										70	Idaho	
Illinois		5		70		26	59	13	8	381		4	49	10			3	8	19	1				1			22	42	721	Illinois	
Indiana		1		36			21	16	6	313		2	31	3			3	20					4			6	2	3	15	482	Indiana
Iowa				47			15	10		137			25	1				4	1					1			1	7	249	Iowa	
Kansas				21			23	11		196			15				1	2	1									4	274	Kansas	
Kentucky	1			26			24	15	1	208		1	15	4			4	12									3	5	15	334	Kentucky
Louisiana				11		1	15	3	1	258		2	9					3										5	2	310	Louisiana
Maine	1	2		12			18	18	1	64	1		1	2	3			14											137	Maine	
Maryland	2	3	2	33	2		14	13	5	185		8	16	10			3	2	14	2	1	1	2				13	11	342	Maryland	
Mass'etts	1	29	17	56		1	60	49	19	602		8	16	52	4	1	13	119	2	1	5		2	10	8		33	76	1184	Massachusetts	
Michigan	2	1		82		2	68	33	34	768		26	23	19	1	4	4	72	2	1			2				7	70	1221	Michigan	
Minnesota	1			95		3	17	27	6	225	7	3	20	5			7	22					2				7	10	457	Minnesota	
Missouri		4		37		2	16	37	10	376		8	14	22	1		1	12	3								25	42	610	Missouri	
Montana				3			8	1		35			1																48	Montana	
Nebraska				22			16	6		237		3	10	1			1	5									1	7	309	Nebraska	
N. Hamp.				7			7	4	1	54		2	3	4			3	10							3			4	102	N. Hampshire	
New Jersey																															New Jersey
N. Mexico				6			7	4		55			1						1										74	New Mexico	
New York	3	62	59	240	2	15	232	97	55	1505	3	28	68	195	4	30	54	141	2		25	2	8	9	13		184	74	3110	New York	
*N. Carolina	1	1		14			14	27	2	363		2	13	9				10	9	1	3						14	41	524	No. Carolina	
N. Dakota				17			1	4		129			4	1				4											160	North Dakota	
Ohio	8	2		43			37	28	5	403	1	1	25	11			7	3	33	1		1	3	2	2		18	37	671	Ohio	
Oklahoma				50			19	16		435		4	15	6					8	2		1						2	558	Oklahoma	
Oregon				23			13	6	70			4	5	15					3		1						11	13	164	Oregon	
Pennsylv.	6	41	25	184	2	8	167	102	37	823	12	16	61	88	12	27	7	116	3		1	1	12	11	15		109	65	1951	Pennsylvania	
Rh. Island		6		2			23	5		79		1	1	13	2	2	1	16	1	3							6	1	162	Rhode Island	
S. Carolina				14			4	6	2	222			9	2										2				2	263	So. Carolina	
S. Dakota				21			2	10		92			9				1		2								2		139	South Dakota	
Texas				149			32	35	3	953	5	5	33	4			1		28	4							15	16	1283	Texas	
Utah				8			7	4		57		3	1					2										2	84	Utah	
Virginia	1	1	2	42			11	11	1	280	3	1	12	2				7	1	1							7	13	296	Virginia	
Wash'gton				17			8	9	1	100	1	3	5	4			3		3					1			3		158	Washington	
W. Virginia			1	17			24	10	1	140	2		7				1	10	1			1	1				3	6	225	West Virginia	
Wisconsin				41		5	34		4	290		1	4	3			11	29		1			2	2	4		1	20	452	Wisconsin	
Wyoming				2			7	3		11			2					1											34	Wyoming	
Dis. of Col.		6		4			6	4		109			8					2	3	3		1					12	5	163	Dis. of Col.	

\*Registration for the month of October. †Registration for month of December.



## PORTLAND TRUCK SALES TAKE JUMP

**Big Deals Mark Close Of Year for Several Distributors**

**P**ORTLAND, Ore., Jan. 7.—Due to the fact that several of the truck distributors in Portland sold a large number of trucks to individual fleet owners during December, the month's sales were unusually satisfactory and the reports given out are good.

The factory branch of the White Company, which chalked up the sale of thirty-three White trucks to the Pacific Fruit and Produce Company last month, reports the best December that this firm has ever had in Portland.

H. H. Harwood, manager of the Mack Trucks, Inc., branch, reported that his firm had delivered thirty-five trucks during the month of December, including seventeen sold to the Pacific Fruit and Produce Company. December is not usually a very good month for sales and only three trucks were delivered by the company in 1924, Harwood stated.

Going back five years, in December of 1920, the company delivered three new trucks, in the same month of 1921, six trucks; in 1922, six trucks; in 1923, five trucks. The record made by the Portland branch of this company has been excelled only once by a Northwest firm, and that was by the Seattle branch during one month in the war-time period.

"About 75 per cent. of those who are buying new trucks have a truck to trade in," said Harwood. "We merely recondition them and sell them for the same price we have allowed. Collections are good."

The Portland branch of Mack Trucks, Inc., is now operating with fifty-eight employees in comparison with a staff of fifteen in January, 1921, when Harwood first took charge.

O. V. Badley, distributor for the Fageol trucks in this territory, declared that while December was not such a good month with his company, he expected that the new year would bring prosperity in the truck business. Badley was especially optimistic over the new six wheeler, the agency for which he recently took over for the northwest territory.

## HENDERSON TIRE CO. AT COLUMBUS HAS MEET

Columbus, O., Jan. 7 (U. T. P. S.).—A conference of branch managers and salesmen of the Henderson Tire and Rubber Company here was held at the central offices recently, when the dealers' policy for the coming year was outlined.

The conference was in charge of H. H. Henderson, president of the company, and H. W. Dillon, director of sales. According to Dillon, prospects for sales in 1926 are unusually bright, and all branch managers agree with this view.

The new tube plant, which has been completed and which gives more than double the capacity of the former plant, was ready for operation January 4, when the entire plant was placed in operation.

**GENERAL TIRE SALES UP**  
Akron, Jan. 7.—The General Tire and Rubber Company reports gross sales of \$18,700,000 for the fiscal year ended November 30, 1925, against \$13,700,000 in the previous fiscal year. Net income was \$1,329,999, against \$1,465,810, net, was equal to \$44.35 a share on the 3,008 shares of common, against \$4.89 a share in the previous year. The profit and loss surplus amounted to \$3,193,539, against \$3,878,766 on November 30, 1924.

## CENTRAL RUBBER CO. TO SELL BRUNSWICKS IN IND.

Indianapolis, Jan. 7.—A. G. Rudell, president and manager of the Central Rubber and Supply Company, has announced that the company has taken over the state distribution of Brunswick tires.

The company has been identified with the rubber and tire business since 1893, and has grown to be one of the largest tire jobbing houses in the country.

## Standard Tires in Canada Guaranteed

Toronto, Jan. 7 (U. T. P. S.).—Since the first of the year all standard Canadian-made tires are carrying a twenty-day guarantee against defect, thus doing away with the old hit-and-miss adjustment system.

The guarantee for solid tires is 180 days. This means that Canada has adopted the guarantee system that has been so successfully operated in the United States.

## C-T-C TIRES WILL BE WIDELY ADVERTISED

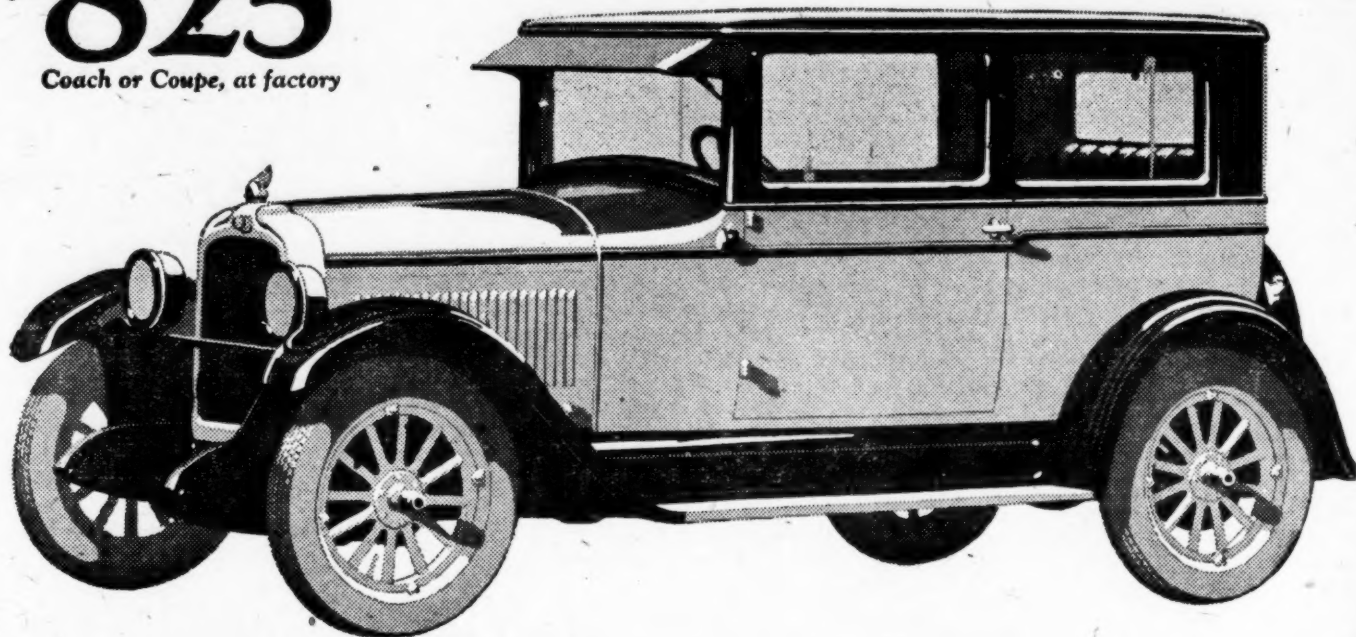
Portland, Ore., Jan. 7.—The Columbia Tire Corporation, largest Western manufacturer of automobile tires and tubes, has placed its advertising account with the James Houlahan, Inc., of Oakland, Cal., Pacific Coast advertising agency. This is announced by James A. Houlahan, president, and Alfred A. Aya, general manager of the tire concern.

## NEW TIRE SALES METHODS ADOPTED

South Bend, Ind., Jan. 7 (U. T. P. S.).—Following the rush of the inventory period which has been occupying the minds of local tire dealers they are now taking stock of prospects for 1926. And most of the dealers seem pleased.

Many dealers for the first time allowed the consumer a return on his old tires, tried the time payment plan and many other means to boost the sales record.

**\$825**  
Coach or Coupe, at factory



# General Motors' New Six is here!

**A**FTER a long period of preparation General Motors now presents the lowest priced high quality six. This newest member of a famous family is an entirely new car, embodying the full scope of the corporation's resources in engineering, purchasing and production.

Into the field where low price has hitherto been the chief inducement to ownership the Pontiac Six introduces elements of size, beauty, comfort, stamina, roadability and completeness of equipment that are literally without precedent. Yet it sells at a price so unexpectedly low as to completely revise all existing ideas of motor car value.

*The Pontiac Six will be distributed as companion car to the present Oakland Six.*

Since the announcement of the new Oakland Six, Oakland sales have reached heights

dwarfing all past records. Priced from \$70 to \$350 lower, embodying over 100 improvements and refinements, the new Oakland Six is bidding for leadership in state after state and city after city.

Now automobile dealers who seek sales precedence in their communities have available a double franchise—that of the new Oakland Six and its companion car, the new Pontiac Six.

In the light of previous history and what the future holds, it may be safely predicted that the Oakland-Pontiac double franchise will prove to be one of the most desirable and profitable in the entire industry—

—a fact that should prompt every forward looking automobile dealer in America to make immediate inquiry, regardless of his present status and affiliations.

OAKLAND MOTOR CAR COMPANY  
PONTIAC, MICHIGAN

# PONTIAC

"CHIEF OF



THE SIXES"



# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by  
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Treasurer; Alexander Johnston, Secretary

FRIDAY, JANUARY 8, 1926

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Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank  
Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal.; 1037 Henry  
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## Baldero Legislators

IN the days of extreme youth one of the melodies of Mother  
Goose which always intrigued our imagination was the  
rhyme of Honest John Baldero, which ran something like  
this:—

To make your candles burn for aye,  
Ye men and maids give ear, O,  
To put them out's the only way,  
Quoth Honest John Baldero.

Whether the words are exactly as the renowned lady  
first wrote them, we do not know, but the picture of Honest  
John Baldero is true to life and exactly as we find him in  
dozens of state Legislatures, and, dare we say it, in the august  
halls at Washington. Honest John is busy today in saving a  
few thousands of dollars by building roads that are so  
narrow as to be incompetent even for the traffic of the  
moment. He saves money by reducing the thickness of high-  
way surfacing, until it is rapidly pounded to pieces under  
the weight of freight traffic it has to bear.

But a little thing like this never bothers John; he has  
an instant remedy: "If heavy laden trucks break up the high-  
ways, we'll forbid the use of heavy trucks, then the roads  
won't wear out," says Honest John Baldero. If the parking  
of cars by people engaged in business becomes an annoyance,  
Honest John settles that in a moment by issuing an order  
forbidding parking. The idea of providing parking space  
where it will not disturb traffic never occurs to him.

For a great many years we have had trouble with a  
growing accident rate. Almost any moment now John Bal-  
dero may arise in some legislative hall and solve the whole  
problem. "Why, the only way to 'limate accidents is not  
ter use th' streets" will be Mr. Baldero's snappy solution of  
a problem that has bothered lesser brains. And don't forget  
that the Baldero family is a great gang for passing amend-  
ments. Murders have been committed in motor cars.  
Naughty liquor is bootlegged by means of motor vehicles.  
Every Baldero knows that the way to meet a situation of  
this kind is to abolish motor vehicles. So, perhaps— but  
pshaw, what's the use?

The real answer to all of it is SWAT the Baldero.

## Presumptive Carelessness

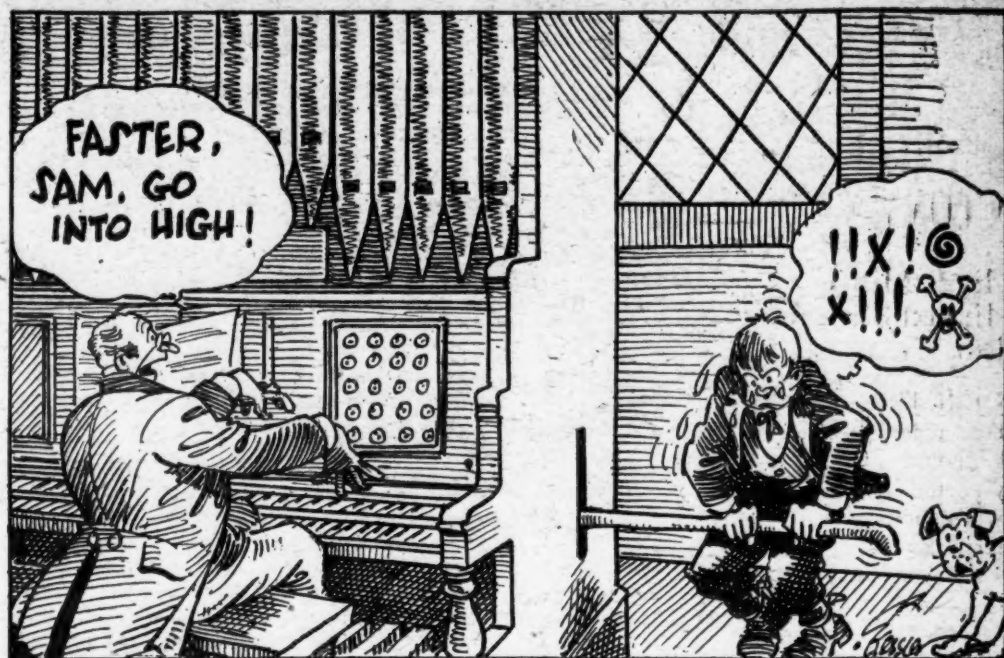
WET weather increases the automobile accident hazard  
100 per cent., according to a survey made by the Depart-  
ment of the Interior in Washington. The officer in charge  
of the state motor law enforcement in New York recently  
announced that he considered failure to use chains on bad  
going as evidence of carelessness. There has been a grow-  
ing tendency in courts of many states to consider lack of  
chains when the condition of the highway indicated such pre-  
caution as an evidence of carelessness on the part of the  
driver of a motor car involved in accident.

There is no question that failure to use chains  
in wet, snowy or icy going is a major cause of acci-  
dent. Automotive men of every degree have a per-  
sonal interest in preventing accidents and there is  
probably no other way in which they can do so much  
direct good as in encouraging the use of chains in  
bad weather. Accessory dealers who push chain  
equipment for inclement weather are not only mak-  
ing profit, but serving the vitally important cause  
of safety first.

When automotive visitors for the show reach New York  
they may find difficulty in registering at some particular  
hotel unless they have made reservations in advance. In the  
event that any visitor has trouble in securing accommoda-  
tions, if he will telephone the Hotel Association at 221 West  
57th Street they will see that he has first-rate quarters.  
The number is Circle 9400.

## Our Own Automotive Family Album— The Boyhood Days of Our Industry's Leaders

By Kessler



SAM MILES, MANAGER OF THE NATIONAL AUTOMOBILE SHOW  
IN NEW YORK AND CHICAGO, ONCE PUMPED THE ORGAN  
IN A CHURCH IN ENGLAND WHERE HIS FATHER WAS A  
FAMOUS ORGANIST.

## NEW G. M. CAR NAMED 'PONTIAC'

Six Will Be Exhibited  
For First Time at  
N. Y. Show

(Continued from Page 2)

walls of the manifold, where it is  
evaporated.

A VALVE ON THE EXHAUST MANIFOLD regulates the amount of heat ap-  
plied to the intake manifold according to  
seasons so that maximum efficiency can  
be had both summer and winter. When  
heat is turned on, the exhaust gases from  
five cylinders are held to limits of half a  
thousandth of an inch for concentricity.

CHADWICK INTERCHANGEABLE bab-  
bitt-lined, bronze-backed main bearings are  
used. These not only are long wearing, but  
also can be quickly changed at minimum  
cost should the need arise. These crank-  
shaft bearings are held to limits of half a  
thousandth of an inch for concentricity.

THE COOLING SYSTEM consists of a  
centrifugal type pump and Harrison radi-  
ator. The pump is driven by a belt from  
the front end of the crankshaft, which  
also drives the generator. This belt may  
be adjusted. The water circulates through  
passages around all cylinders and valve  
seats.

REMY THREE-UNIT ELECTRICAL  
SYSTEM is used on the Pontiac. The gen-  
erator is driven by the V-shaped fan belt.  
The starting motor and Bendix drive are  
entirely inclosed and protected from water,  
mud and road dirt. The motor has a large  
torque, insuring quick starting.

ENGINE, CLUTCH AND TRANSMIS-  
SION are of the unit construction, elim-  
inating a universal joint between clutch  
and transmission. The Pontiac clutch is a  
single steel plate with two rings of woven  
friction material on either side. It is  
operated by eight coil springs and has a  
graphite, bronze throw-out bearing which  
requires no lubrication.

THE TRANSMISSION has the regular  
three speeds forward and one reverse.  
Gears are of chrome vanadium alloy steel,  
especially heat treated. The clutch and  
mainshaft are supported by large  
annular New Departure ball bearings, and  
the countershaft gears revolve on bronze  
bushings.

THE STEERING GEAR is of the semi-  
reversible worm and gear type. The steer-  
ing gear ratio is 8 to 1 reduction.

AN I-BEAM, ELLIOTT TYPE, drop  
forged front axle is used. New Departure  
ball bearings are used on the front wheels,  
reducing frictional resistance and giving  
positive alignment. The rear axle is semi-  
floating with the banjo type of one-piece  
housing. The third member and torque  
tube are one unit bolted to the front of  
the housing. The gear ratio is 4.15 to 1.  
New Departure ball bearings are used  
throughout the rear axle and in the wheels.

A TORQUE TUBE DRIVE is used. This  
relieves the springs of any duty except  
cushioning road shocks, requires but one  
universal joint, reduces the tendency of  
the propeller shaft to whip and permits  
the entire inclosure of propeller shaft and  
universal joint against dirt.

SERVICE BRAKES are external con-  
tracting on rear wheels. The drum is 11  
inches in diameter and 2 inches wide.  
Emergency brakes are internal expanding  
on rear wheels.

SEMI-ELLIPTIC springs are used both  
front and rear and their combined length  
is 52 per cent. of the wheel base. The  
rear springs are 54 inches in length and  
the front 36 inches. Both are 1 1/2 inches  
wide. The springs are directly under the  
frame to prevent bending and twisting  
stresses, and are so hung as to bring the  
car near the ground, lowering the center  
of gravity and increasing riding comfort

## KELLEY MANUFACTURING AND FULTON MERGED

Erie, Ill., Jan. 7.—Clinton Kelley  
is to be associated with the Illinois  
Metal Products Company of Ful-  
ton, the organization having recent-  
ly formed, by the merging of the  
Clinton Kelley Manufacturing Com-  
pany of Erie and the Fulton Manu-  
facturing Company. Both com-  
panies have been manufacturing  
automobile accessories, and a group  
of Fulton men have bought the  
two companies. Mr. Kelley will  
have charge of production.

## GIBSON CONFERENCE

Indianapolis, Ind., Jan. 7.—More  
than fifty representatives of the  
Gibson Company met here for a  
three day sales conference. They  
were addressed by Arthur R.  
Mogge, merchandising director of  
the National Automotive Equip-  
ment Association of Chicago, and  
Joseph M. Bloch, general manager  
of the Gibson Company. Smash-  
ing of all sales records in 1925 and  
prospects for a further record in  
1926 were reported.

and safety. The road clearance is 8 3/4  
inches.

THE FRAME is constructed of 5-32-inch  
steel and is 4 1/4 inches deep with a flange  
of 1 1/2 inches. It has four heavy cross  
members, including rear engine supports.  
The hangers for both front and rear  
springs are bushed with hard rolled bronze  
bushings.

THE WHEELBASE of 110 inches has  
been designed to fit the chassis weight  
distribution, center of gravity and correct  
balance. It also is an ideal length for  
easy driving and parking. Balloon tires,  
28x4.75, are standard equipment.

THE FISHER BUILT BODIES are low-  
slung and compact, with a distinctive  
treatment of the double body beading, the  
lower beading curving up to a higher  
level back of the doors. The radiator is  
of distinctive design, with a double med-  
allion name plate in front, and a bronze-  
colored Indian head radiator cap, suggestive  
of the name of the car. The radiator  
shell is nickel plated.

HEADLIGHTS are supported by a strong  
fender tie rod, while parking lights are  
set above the lower beading on the cowl  
of the car.

THE GROUPING OF HAND CONTROLS  
on the instrument panel follows very close-  
ly the arrangement on the instrument  
panel of the Oakland Six—switch at left,  
chake and throttle at right, with oil  
gauge, ammeter and speedometer grouped  
in the center in a glass inclosed, indirectly  
lighted panel.

THE COACH is finished in Arizona  
gray duco, with black upper structure  
and double beading in black. Fairlie red  
stripping is used on body, louvers and  
wheels. Upholstery is gray corduroy.

THE COUPE is finished in light sage  
green duco, with black upper structure  
and black beading and fairlie red striping  
on body, louvers and wheels. The rear  
quarter is finished in leather and has the  
distinctive bows. The upholstery is gray  
corduroy.

THE LARGE REAR DECK has a lid  
extending practically the full length and  
width, which may be removed entirely and  
space used for sample cases or heavy  
luggage. Back of the seat is a shelf ap-  
proximately six inches wide.

BOTH COACH AND COUPE have sun  
visor, automatic windshield wiper, rear  
window curtain and VV one-piece wind-  
shield as standard equipment. The coach  
also has dome light.

## BIG ORDER FOR JACKSON ENGINES

Cuba and South Amer-  
ica Calls for  
800

Rockford, Ill., Jan. 7.—Orders  
for 800 Jackson oil engines have  
been received from Cuba and  
South America by the Petroleum  
Motors Corporation, this city, A.  
H. Seise, secretary and treasurer,  
announced today.

The Cuba distributor of Master  
Trucks and the South America dis-  
tributor have ordered 350 and 450  
respectively. The Petroleum  
Motors Corporation owns a half in-  
terest in the Master Truck Com-  
pany, Chicago, and all Master  
trucks are now being powered  
with Jackson engines.

War Department engineers have  
just inspected drawings for the  
new type B Jackson engine. Pro-  
duction will start within a few  
weeks.

One of the largest manufacturers  
of passenger cars in the country  
has just received a Jackson petro-  
leum engine for experimental  
purposes. Should this concern adopt  
the small type Jackson engine in  
its cars, a plant many times the  
capacity of the present one will  
be required, Jackson officials state.

The Jackson engine has been ap-  
proved by the war department for  
replacement in 40,000 government  
trucks. Plans for enlarging the  
manufacturing capacity of the  
plant here are complete, and the  
forty acre tract, it is expected, will  
be practically covered with factory  
buildings before spring.

## MILD WEATHER HURTS SALES IN DANBURY

Danbury, Conn., Jan. 7.—Pro-  
longed mild weather is having ad-  
verse effect upon trade in winter  
automobile supplies in this section  
of New England. Dealers in this  
city and the neighboring towns agree  
that the demand for such equipment  
is thus far considerably below nor-  
mal. This condition is being com-  
pensated for to a considerable ex-  
tent, however, by increased sales of  
other supplies, owing to the un-  
usually large number of cars re-  
maining in commission beyond the  
customary time as midwinter ap-  
proaches.



# Financial News of the Automotive Industry

## RUBBER SHORTAGE SEEN WITH GAIN IN CONSUMPTION

But Eric Miller Does Not Expect Scarcity in Next Two Years

LONDON, Jan. 7.—"If rubber prices are maintained, enough of the commodity should be available to meet world demand the next two years," Eric Miller, chairman of Harrison & Crossfield, and late head of the Rubber Growers' Association, told Dow, Jones & Co. "But if consumption continues to increase, as must be anticipated, there is likely to be a real shortage in two or three years."

"Rate of increased consumption over the past fifteen years has been 13 per cent. annually, which is more rapid than new planting." This was virtually suspended for four years (1921-24). Mr. Miller has some doubts whether consumption of rubber in the United States will continue to increase at the present rate, and pointed to a divergence of opinion in American business circles on automobile sales prospects.

Charges that the British rubber growers have taken unfair advantage of the manufacturers, Mr. Miller rejects as unfounded.

"It is absurd to talk of a producers' conspiracy," he said. "In the first place the growers are fallible, just as were American manufacturers in not anticipating the enormous volume of demand this year. Producers did not engineer a squeeze. Many of them sold up to half their production ahead at prices between one-third and two-thirds and today are still delivering rubber at under 35 cents a pound."

### Americans Slow to Buy

"Perhaps by being so frank and willing to sell at prices which today appear low, we made American manufacturers the more hesitant to buy."

When the Rubber Growers' delegates were guests of the Rubber Association of America nearly three years ago, fears were certainly expressed to the delegates that the Stevenson scheme might prove insufficiently elastic to furnish adequate supplies of rubber for the needs of the industry, but the whole of the discussion, Mr. Miller said, so far as the delegates were concerned, was on the basis of the price of rubber being maintained at not below the pivot price set out in the scheme. The report published after the visit said:—

"It appeared to them (the delegates) that adequate supplies will be available for the needs of the industry if the average price of standard quality smoked sheet is maintained at 1s. 6d. per pound and landed terms."

"But our conditions," Mr. Miller continued, "were not fulfilled. Less in 18 months ago rubber went going at 10d. The Stevenson scheme is nothing more, nor less in the law of supply and demand."

How about the accusation that the end of last year the growers of the price just low enough so the Stevenson quota was reduced instead of increased?"

You in America were responsible for the low quota," Mr. Miller said. "At the end of December, 1924, the price was 1s. 8d. a pound, but when a dealer got difficulties on the short side in January, the market, in-

## RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1925	High	Low	Div.	Symbol	Sales	High	Low	Close	Change
15 1/2	15 1/2	15 1/2	6	Ajax Rubber	7,800	11 1/2	10 1/2	10 1/2	+ 1 1/2
97 1/2	97 1/2	97 1/2	7	Allis-Chalmers	7,800	92 1/2	91 1/2	92 1/2	+ 1 1/2
109 1/2	109 1/2	109 1/2	1	Allis-Chalmers pf	200	110	110	110	+ 1 1/2
54 1/2	54 1/2	54 1/2	1	Am. Bosch Magneto	300	32	31 1/2	32	+ 1 1/2
20 1/2	20 1/2	20 1/2	1	Am.-La. France	700	15 1/2	15 1/2	15 1/2	+ 1 1/2
47 1/2	47 1/2	47 1/2	1.50	Briggs Mfg. Co.	2,200	36 1/2	35 1/2	35 1/2	+ 1 1/2
25 1/2	25 1/2	25 1/2	3	Chrysler Motor	17,000	49 1/2	47 1/2	48 1/2	+ 1 1/2
25 1/2	25 1/2	25 1/2	3	Chrysler Corp.	5,400	21 1/2	21 1/2	21 1/2	+ 1 1/2
52 1/2	52 1/2	52 1/2	1.50	Chrysler Corp. new	14,200	53 1/2	52 1/2	52 1/2	+ 1 1/2
15 1/2	15 1/2	15 1/2	.80	Continental Motors	6,300	13 1/2	12 1/2	12 1/2	+ 1 1/2
48 1/2	48 1/2	48 1/2	7	Dodge Bros.	17,000	45 1/2	44 1/2	45	+ 1 1/2
91 1/2	91 1/2	91 1/2	7	Dodge Bros. pf	3,600	87 1/2	86 1/2	87	+ 1 1/2
30 1/2	30 1/2	30 1/2	2	Easton Axle & Spring	500	29 1/2	29 1/2	29 1/2	+ 1 1/2
80 1/2	80 1/2	80 1/2	6	Electric Storage Battery	1,400	74 1/2	73 1/2	74	+ 1 1/2
125 1/2	125 1/2	125 1/2	5	Fisher Body	3,800	102 1/2	101 1/2	102	+ 1 1/2
28 1/2	28 1/2	28 1/2	10	Flak Rubber	4,200	25 1/2	24 1/2	24 1/2	+ 1 1/2
116 1/2	116 1/2	116 1/2	7	Flak Rubber 1st pf	400	115 1/2	114 1/2	115	+ 1 1/2
39 1/2	39 1/2	39 1/2	2 1/2	Gabriel Snubber A.	4,300	40 1/2	39 1/2	39 1/2	+ 1 1/2
18 1/2	18 1/2	18 1/2	4	Gardner Motor	600	9 1/2	9	9	+ 1 1/2
149 1/2	149 1/2	149 1/2	12	General Motors	15,000	124 1/2	123 1/2	124 1/2	+ 1 1/2
26 1/2	26 1/2	26 1/2	2	Gilman Co.	16,400	25 1/2	25 1/2	25 1/2	+ 1 1/2
74 1/2	74 1/2	74 1/2	4	Goodrich	200	64 1/2	63 1/2	64	+ 1 1/2
114 1/2	114 1/2	114 1/2	8 1/2	Goodyear T. & R. pf	200	103 1/2	103 1/2	103 1/2	+ 1 1/2
49 1/2	49 1/2	49 1/2	3 1/2	Haves-Wheel	500	45 1/2	45	45	+ 1 1/2
139 1/2	139 1/2	139 1/2	3	Hudson Motor Car	21,100	120 1/2	117 1/2	118 1/2	+ 1 1/2
31 1/2	31 1/2	31 1/2	1 1/2	Hupar Motor Car	2,400	27 1/2	27	27	+ 1 1/2
24 1/2	24 1/2	24 1/2	1.50	Indian Motorcycle	400	18 1/2	18 1/2	18 1/2	+ 1 1/2
65 1/2	65 1/2	65 1/2	3	Jordan Motor Car	1,900	51 1/2	50 1/2	50 1/2	+ 1 1/2
21 1/2	21 1/2	21 1/2	12 1/2	Kelly-Springfield	1,300	18 1/2	18 1/2	18 1/2	+ 1 1/2
124 1/2	124 1/2	124 1/2	6	Kelsey Wheel	100	117 1/2	117	117	+ 1 1/2
242 1/2	242 1/2	242 1/2	117	Keystone T. & R.	100	2 1/2	2 1/2	2 1/2	+ 1 1/2
113 1/2	113 1/2	113 1/2	104	Mack Trucks	7,000	154 1/2	152 1/2	152 1/2	+ 1 1/2
32 1/2	32 1/2	32 1/2	7	Mack Trucks 1st pf	100	110 1/2	110	110	+ 1 1/2
42 1/2	42 1/2	42 1/2	2	Marlin Rockwell	500	28 1/2	28 1/2	28 1/2	+ 1 1/2
44 1/2	44 1/2	44 1/2	3.60	Moon Motors	1,800	36 1/2	36 1/2	36 1/2	+ 1 1/2
35 1/2	35 1/2	35 1/2	2.30	Motometer A.	1,900	43 1/2	42 1/2	42 1/2	+ 1 1/2
21 1/2	21 1/2	21 1/2	18	Motor Wheel Corp.	2,500	32 1/2	31 1/2	32	+ 1 1/2
42 1/2	42 1/2	42 1/2	5 1/2	Mullins Body	4,100	18 1/2	17 1/2	17 1/2	+ 1 1/2
48 1/2	48 1/2	48 1/2	193 1/2	Nash Motors	100	460 1/2	460	460	+ 1 1/2
48 1/2	48 1/2	48 1/2	15	Packard Motor Car	6,600	42 1/2	41 1/2	41 1/2	+ 1 1/2
33 1/2	33 1/2	33 1/2	1.80	Paige-Detroit Motor	6,700	28 1/2	26 1/2	27 1/2	+ 1 1/2
47 1/2	47 1/2	47 1/2	10 1/2	Pierce-Arrow	5,600	36 1/2	35 1/2	36	+ 1 1/2
100 1/2	100 1/2	100 1/2	42	Pierce-Arrow pf	200	96 1/2	96 1/2	96 1/2	+ 1 1/2
18 1/2	18 1/2	18 1/2	8	Reynolds Spring	500	10 1/2	10 1/2	10 1/2	+ 1 1/2
36 1/2	36 1/2	36 1/2	15 1/2	Spicer Mfg. Co.	800	28 1/2	27 1/2	27 1/2	+ 1 1/2
96 1/2	96 1/2	96 1/2	55	Stewart-Warner Speed	4,600	90 1/2	88 1/2	89 1/2	+ 1 1/2
68 1/2	68 1/2	68 1/2	4 1/2	Studebaker Co.	5,400	59 1/2	58 1/2	58 1/2	+ 1 1/2
59 1/2	59 1/2	59 1/2	37 1/2	Timken Roller Bear	11,800	56 1/2	54 1/2	56	+ 1 1/2
97 1/2	97 1/2	97 1/2	32 1/2	U. S. Rubber	18,200	32 1/2	31 1/2	31 1/2	+ 1 1/2
108 1/2	108 1/2	108 1/2	92 1/2	U. S. Rubber pf	100	108 1/2	108	108	+ 1 1/2
104 1/2	104 1/2	104 1/2	57 1/2	White Motors	1,500	85 1/2	83 1/2	84	+ 1 1/2
34 1/2	34 1/2	34 1/2	9 1/2	Willis-Overland	22,700	32 1/2	31 1/2	31 1/2	+ 1 1/2
123 1/2	123 1/2	123 1/2	72 1/2	Willis-Overland pf	700	93 1/2	92 1/2	92 1/2	+ 1 1/2
48 1/2	48 1/2	48 1/2	22 1/2	Yellow C. & T. B.	3,400	31 1/2	31 1/2	31 1/2	+ 1 1/2
100 1/2	100 1/2	100 1/2	90 1/2	Yellow C. & T. pf	100	95 1/2	95	95	+ 1 1/2

### NEW YORK CURE MARKET

Sales	High	Low	Last	Net
1000 Cleve Auto	23 1/2	23 1/2	23 1/2	23 1/2
1500 Durant Mot.	12 1/2	12 1/2	12 1/2	12 1/2
500 Fagel Mot.	9 1/2	9 1/2	9 1/2	9 1/2
100 Federal M T	36 1/2	36 1/2	36 1/2	36 1/2
30 Ford M C	62 1/2	62 1/2	62 1/2	62 1/2
2000 Goodyear T. 38	37 1/2	37 1/2	37 1/2	37 1/2
3000 Intere Rub.	17 1/2	17 1/2	17 1/2	17 1/2
500 Miller R. n. 29 1/2	39 1/2	39 1/2	39 1/2	39 1/2
340 Miller R. pf. 101	100 1/2	100 1/2	100 1/2	100 1/2
1500 Rec Motor	25 1/2	24 1/2	24 1/2	24 1/2
100 Rep M T off 8 1/2	8 1/2	8 1/2	8 1/2	8 1/2
9100 Ricken M.	8 1/2	8 1/2	8 1/2	8 1/2
1100 Stutz Motor 35 1/2	34 1/2	34 1/2	34 1/2	34 1/2
200 Timken D A 9 1/2	9 1/2	9 1/2	9 1/2	9 1/2
500 Y Taxi NY 12 1/2	12 1/2	12 1/2	12 1/2	12 1/2

### CHICAGO

Sales	High	Low	Last
1500 Auburn Auto	52 1/2	50 1/2	52
200 Bendix Corp	31 1/2	31 1/2	31

(The above table shows Wednesday's stock movement, complete.)

## Current Commodity Prices

New York, Jan. 7.—Prices show little change in the crude rubber market. There has been a slight increase in business. Dealers and brokers said that the slight buying interest in evidence was principally in spot smoked sheets. Gasoline prices are unchanged. Leading factors are quoting United States Motor at 11 1/2 cents to 11 1/2 cents in tank cars delivered to the trade. December pig iron production was the second largest for that month in the history of the industry. Steel prices are unchanged.

### STEEL PRODUCTS

Semi-Finished—Gross Tons	Price
Billets, re-rolling	\$35.00a36.00
Billets, forging	\$35.00a36.00
Steel bars (hot rolled)	1.90a 2.00
Plates (hot rolled)	1.60a 1.70
Blue annealed sheets	2.50a 2.60
Black sheets	3.35a 3.40
Auto body	4.40a 4.50
Hands	3.75a 3.80
Cold rolled strip	2.20a 2.30
Hot rolled strip	2.20a 2.30
Pig Iron, Basic	20.00a21.00
Valleys	22.00a23.00
Eastern Pennsylvania	22.00a23.00

### IRON AND STEEL SCRAP

(Buying prices, f. o. b. New York)	Price
Heavy melting steel	\$19.00a20.00
Machinist shop turnings	\$20.00a21.00
Cut iron borings	\$20.00a21.00
No. 1 cast scrap	\$16.00a17.00

### MILL PRODUCTS

Base prices, cents per pound, f. o. b. mill.	Price
High brass sheets	19 1/2a —
Copper, in rolls	21 1/2a —
Zinc, spot, New York	9.00a 9.50
Lead, spot, New York	9.25a 9.50
Aluminum, virgin 98a99%	25 a 25

stead of firming up, was actually depressed 3d. a pound and buyers were reluctant to support the market even at the lower level. The whole history of the past shows how difficult people find it to buy on a falling market, and I am sure that the American manufacturers must have misjudged their 1925 requirements then, otherwise their actions would have been different in face of the diminishing stocks."

### MORE BUSES ORDERED

Olean, N. Y., Jan. 7.—Motor buses seating twenty-two persons each will arrive in a few days to be used by the Olean, Bradford & Salamanca Bus Lines, Inc., a subsidiary of the Olean, Bradford & Salamanca Railway.

## Lifting of Murray Receivership Near

Detroit, Jan. 7.—Rumors that the Murray Body Company receivership will be lifted shortly are credited in financial circles here. Two definite sets of negotiations looking to that end are under way between large interests in the company and outside capital. One has for its object the outright sale of the company and the other contemplates a refinancing plan. At the moment both are strictly in the negotiation stage and no definite conclusions can safely be drawn, but it is believed, however, that new capital has become sufficiently interested so that chances of the company being sold are now very remote.

## WARN AGAINST OVERPRODUCTION

Cleveland Financiers See Need for Caution in 1926

(Continued from Page 1)

tempted to overproduction, which would throw the situation out of balance, and I see one element which might possibly bring this about. I refer to the situation surrounding crude rubber, the market for which is in a very unsettled condition, with many predicting \$1.50 a pound within the next five or six months. Whether such a goal is reached or not, any violent advance in the price of crude rubber could not fail to be reflected upon the automobile industry as a whole, by reason of the fact that the increased cost of tires would probably have to be absorbed in an increased cost of cars."

"This, in turn, might bring about a lessened demand and a piling up of inventories, resulting further down the line in a decreased demand for steel and accessories of every sort. This, indeed, is a situation which must be watched very closely."

"In the Cleveland district there is a stronger feeling of confidence than for sometime and both manufacturers and retailers are planning on a twelve-month period of unusual activity," M. A. Gusman, president of the Merchants and Savings Banking Company, declared.



TRUNKS For All Cars

Write us for our proposition. Some Distributor Territory open.

Weisman Luggage Mfg. Corp., Syracuse, N. Y.

26 Annual NATIONAL AUTO SHOW THE BIG SHOW BACK IN THE PALACE JAN. 9 to 16

Opens To-morrow 2 P. M. Daily thereafter (except Sunday) 10 A. M. to 10.30 P. M. TWO ENTRANCES—Park Avenue in addition to Lexington Avenue

Adm. 75¢ GRAND CENTRAL PALACE

## WOODIN HEADS NEW MOTOR CO.

American Car and Foundry Organizes Unit and Completes Merger

NEW YORK, Jan. 7.—William H. Woodin, president of the American Car and Foundry Company and of the American Locomotive Company, has been elected chairman of the board of directors of the recently organized American Car and Foundry Motors Company.

This company has been organized with a capital of \$10,000,000 preferred and 30,000 shares of no par value common stock to acquire the Hall-Scott Motor Car Company and the Fageol Motors Company. The latter companies manufacture motor buses and gasoline motor cars for railroads.

Reports were current in the financial district that the company would absorb J. G. Brill & Co. of Philadelphia, thus making the new organization one of the largest manufacturers of commercial passenger motors in the country. Organization of the new company is the culmination of plans that have been under way for some months, involving the acquisition of the Hall-Scott Motor Car Company and the Fageol company. In all probability there will be further additions to the consolidation.

## Favor Interstate Motor Regulation

New York, Jan. 7.—Resolutions approving Senator Cummins' bill to regulate commerce by motor vehicles operating on public highways were presented at the monthly meeting of the New York State Chamber of Commerce today by Benjamin L. Winchell, chairman of the committee on internal trade and improvement.

## FOR RENT

On long term lease All or Part

NEW Service Building

now being constructed West 58th St., N. Y. City

6 Stories 15000 Sq. Feet Per Floor

Apply to Mark Rafalsky & Co. 21 East 40th St. Vanderbilt 2027



## Personal Items

**RAWSON BRANCH MANAGER**  
Indianapolis, Jan. 7.—Col. E. S. Gorrell, vice-president of the Stutz Motor Car Company, has just announced the appointment of R. A. Rawson as manager of the Indianapolis factory branch of the company. Mr. Rawson has been merchandising manager of the factory.

**MOSES GOLDBERG**  
Duluth, Minn., Jan. 7.—Moses Goldberg, 52, proprietor of the Garage Duluth, one of the largest storage garages in the city, has just died. He had lived here since 1907, first being engaged in the commission business and later entering the automotive field.

**JOHN M. STOUT**  
San Jose, Cal., Jan. 7.—John M. Stout, pioneer automobile man and native of this city, is dead from pneumonia after a week's illness. He had been connected with Osen & Hunt in the days when that firm constructed locally some of the first automobiles seen on the Pacific Coast. He was shop foreman of the Nash dealership here at the time of his death.

**ELDRIDGE ON WAY EAST**  
Spokane, Wash., Jan. 7 (U. T. P. S.).—A. S. Eldridge of Seattle, president of the Eldridge Buick Company, spent several days here last week and inspected the new \$150,000 Buick garage at 1st and Cedar Streets. He left on Saturday for New York, where he will attend the automobile show.

**LEVY LEAVES HOSPITAL**  
Kansas City, Jan. 7.—Mel Levy, owner of the Nash-Levy Motors, the Nash-Ajax dealership here, is just out of the hospital, where he underwent an operation. He will spend six weeks in California recuperating.

**O'BRIEN TO PHILADELPHIA**  
Newark, N. J., Jan. 7.—William F. O'Brien, for several years manager of automobile dealerships here, has just been appointed manager of the Philadelphia branch of the Locomobile Company of America.

**MERGURE CHANGES POSTS**  
Oakland, Cal., Jan. 7.—Earl M. Mergure, formerly of the Mergure-Ritchie Chevrolet Company here, is now connected with the H. O. Harrison Company, Hudson and Essex dealers, in San Francisco.

**COVEY TO BE AT SHOW**  
Portland, Ore., Jan. 7.—H. M. Covey, Cadillac distributor for Oregon, and one of the oldest automobile dealers in the state, has left for New York to attend the annual automobile show. On his return to Portland he will visit the Chicago show.

## Distributors Wanted

For a gauge that shows the contents of an underground tank at a distance. Accurate from 1½ to 2½ gallons in a 550-gallon tank. Salable to filling stations, garage trade, etc., also for fuel oil installations and storage of any liquids.

An officer of the company will be at the Automobile Show, Booth D-190.

Write or 'phone for appointment.  
**SARTOMETER SALES CO.**  
1819 Broadway, New York, N. Y.  
Phone Columbus 2131.

## DEALER DOINGS

### LEVY ORDERS \$1,806,000 WORTH OF STUDEBAKERS

Chicago, Jan. 7.—Henry Levy, president of the Studebaker Sales Company of Chicago, declares 1926 will be a prosperous year for Chicagoans. To supply his seven branches here during the first two months of the new year he has placed an order for \$1,806,000 worth of Studebaker cars, said to be the largest order ever recorded in this city.

### SELLING HUDSON-ESSEX IN WILLAMETTE VALLEY

Salem, Ore., Jan. 7.—J. H. Maden has just been named general manager of the F. W. Pettyjohn Motor Company here, newly appointed Hudson-Essex distributor for the Willamette Valley. Charles Elghney is service manager and P. H. Stacey has been added to the sales force. The company is to maintain branches in Silverton, Dallas and Independence.

### SALESMAN OPENING HIS OWN DEALERSHIP

Salt Lake City, Utah, Jan. 7.—C. W. Pratt, who has been a salesman for the Betterill Automobile Company, Essex and Hudson distributor and dealer, is opening a Hudson-Essex dealership on Main Street under the name of C. W. Pratt Company.

### ECKLER SALES STAFF TO VISIT FORD PLANTS

Evansville, Ind., Jan. 7.—A delegation of eight members of the sales staff of the Eckler Motor Company, headed by Robert E. Eckler, president, will leave here for a week's visit to Detroit and the plants of the Ford Motor Company, about January 12.

### FOURTH HUDSON-ESSEX DEALERSHIP IN DALLAS

Dallas, Tex., Jan. 7.—Appointment of the Treadaway Motor Company as the fourth metropolitan dealer here for Hudson and Essex automobiles is announced by Adam E. Ferguson, president of the Ferguson Motors Company, Hudson-Essex distributor. J. A. Treadaway, who heads the concern, has been actively identified with the local automobile trade for several years. He has a used car business which will be continued in conjunction with the new dealership.

### CHANDLER DEALERSHIP 31ST IN MONTCLAIR, N. J.

Montclair, N. J., Jan. 7.—The Chandler Sales Company of the Oranges announces the opening of a showroom and service station at 301 Bloomfield Ave., this place. The coming of the Chandler makes a total of thirty-one dealers, representing as many different makes of cars, in this "millionaire" town of 30,000 persons.

### ACQUIRE FORT SMITH OVERLAND DEALERSHIP

Fort Smith, Ark., Jan. 7 (U. T. P. S.).—Fred Dean and Louis Birdsell have just taken over the Oldsmobile dealership here. They have been operating a tire and automobile accessory business on North Sixth Street.

### MERIDEN DEALER ADDS PEERLESS LINE

Meriden, Conn., Jan. 7 (U. T. P. S.).—Clarence L. Smith of the Standard Garage announces he will add to his present line the Peerless dealership for this city and vicinity.

### NASH DEALER OPENS USED CAR SALESROOM

Rochester, N. Y., Jan. 7 (U. T. P. S.).—The Mortimore Motor Car Company, Nash representatives, has opened a new salesroom devoted exclusively to used cars, at 377 Clinton Ave. North.

### NASH FRANCHISE CHANGES HANDS IN DYERSBURG, TENN.

Dyersburg, Tenn., Jan. 7.—B. Hart has bought the Nash franchise here, which includes several counties. He succeeds Lucian Oliver, who has gone to Greenville, Miss., as representative there for the Memphis Nash distributor.

## Improvements

### NEW USED CAR HOME

Salt Lake City, Utah, Jan. 7.—The Certified Used Car Public Market has just moved into its new home, built specially for it, at 155 East First South St. The new home, according to Manager De Graff, can care for seventy cars arranged in three rows. A 20-year lease has been taken on the building.

### IN NEW BUILDING

Portland, Ore., Jan. 7 (U. T. P. S.).—The Tarola Motor Car Company, east side Chrysler dealer, has just moved into its new building at East Seventh St. and Hawthorne Ave. It is a fireproof concrete structure and covers a quarter block.

### NEW SALESROOM OPENED

Chicago, Jan. 7.—The new salesroom, parts department and service station of the A. W. Warnke Motor Sales, 4542-44 West 22d St., is now in full operation. The new building has a frontage of 50 feet and is 120 feet deep.

### HOME FOR CASE CARS

Boston, Jan. 7 (U. T. P. S.).—Charles B. Briggs, local representative for the Case Six, has opened new quarters at 1030 Commonwealth Ave., in the automotive district.

### IN NEW SERVICE QUARTERS

San Diego, Cal., Jan. 7.—S. G. Cook, Elcar representative for San Diego county, has opened his new service rooms at 3d and Washington Streets. The repair service will not be limited to Elcar owners.

### IN LARGER QUARTERS

Evansville, Ind., Jan. 7.—The North Side Hudson-Essex Company, metropolitan retail dealer, E. L. Bettag, manager, has moved to 712 North Governor St., where it has larger quarters, and will operate the service department through Lockyear's Garage at this address. The company was formerly located at 1719 Main St.

### TO BUILD SERVICE HOME

Baltimore, Md., Jan. 7 (U. T. P. S.).—The Wilson Nash Motors Company, which recently purchased a large lot for \$40,000, will erect on it a new service station. The lot is located at the corner of Remington Avenue and 29th Street and has a frontage of 220 feet on each street. The building to be erected will be a one-story, daylight plant, containing about 20,000 square feet of floor space.

### OPENS \$100,000 HOME

Portland, Ore., Jan. 7.—The new salesroom and service plant of the Tarola Motor Car Company has just been opened at East 7th Street and Hawthorne Avenue. This firm opened at 42d Street and Sandy Boulevard a little over a year ago, handling Chrysler cars, but soon found this plant too small. The new building represents a \$100,000 investment. J. P. Tarola, head of the firm, started in the automobile business in 1923.

## Fire Losses

### SHOWROOMS DAMAGED

Buffalo, N. Y., Jan. 7.—The showrooms of the Cady-Lorman Company, Hudson-Essex distributors, have been badly damaged by fire. Some automobiles were damaged. The loss is several thousand dollars.

### VICTIMS OF BIG FIRE

West Frankfort, Ill., Jan. 7.—Three garages and auto supply firms were heavily damaged in a \$150,000 fire, which swept five business blocks here. The Kelly & Bartmes garage, Paul Simons battery and electric shop and the Komo Tire Shop were the firms.

### TRUCK AND CARS BURNED

Lockridge, Ia., Jan. 7.—Four new Ford cars, a new truck and several used cars were destroyed by fire in the Lockridge Auto Company garage. E. L. McClure owned the garage. Insurance covered the greater part of the loss.

# Automotive Daily News BUYERS' DIRECTORY and GUIDE

## Reference List of Prominent Automotive Associations

**National Automobile Chamber of Commerce,**  
366 Madison Ave., New York, N. Y.

**Automotive Equipment Association,**  
1809 City Hall Sq. Bld., Chicago, Ill.

**Motor & Accessory Manufacturers' Association,**  
250 West 57th St., New York, N. Y.

**National Automobile Dealers' Association,**  
320 North Grand Ave., St. Louis, Mo.

**National Standard Parts Association,**  
310 Hofman Bld., Detroit, Mich.

## LUBRICATORS

### CHRYSLER-STUTZ

Chassis Lubrication by  
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Rahway, N. J.

## WIRE WHEELS

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Use this directory section to let the industry know where you are and what you have to sell.

## NEW INCORPORATIONS

### NEW YORK STATE

Albany, N. Y., Jan. 7.—Incorporation papers just filed with the secretary of state include:  
Haas Motor Car Corporation, Kings county, \$300,000; to conduct automobile business; Joseph F. Haas, 190 Burns St., Forest Hills, Charles H. Bennett and L. P. Meisner.  
John Schoeck Auto Sales Company, Queens county, \$15,000; to manufacture motors, automobiles and aeroplanes; Dorothy Schoeck, 9145 St. Charles Court, Woodhaven, Arthur Yates and P. C. Jordan.  
Eclipse Glare Shield Company, Manhattan, 400 shares preferred stock, \$50 par value, and 1,000 shares common stock, no par value; George H. Bennett and L. B. Bennett, 106 West 179th St., New York, and A. Brooks, 154 Nassau St.  
Anti-Stall Sales Corporation, Manhattan, \$25,000; auto accessories; Albert A. Cormier, 2 East 131st St., Bronx, Rex C. Northwood and John F. Hogan.  
Grant Auto Service, Buffalo, \$25,000; garage; August Price, 422 Normal Ave., Charles Ulrich and E. B. Kennegott.  
LeRoy Public Warehouse and Storage Company, LeRoy, \$100,000; storage warehouse, produce, furniture, automobiles, etc.; H. B. Ward, W. M. Aiken and E. L. Curtis, all of LeRoy.  
W. A. Van Buskirk & Co., Brooklyn, 150 shares preferred stock, \$100 par value, and 100 shares common stock, no par value; William A. Van Buskirk, 340 St. John's Place, Brooklyn, and J. W. and Maude Van Buskirk.  
Kenwood Storage and Warehouse Corporation, Brooklyn; \$150,000; to conduct garage and trucking business; J. B. McCloskey, 990 Sterling Place, Brooklyn; Ruth Cohn and G. S. Carpenter.  
Adee Avenue Construction Corporation, New York city; \$10,000; to construct garages and buildings; Joseph Salvani, 110 East 125th St., New York; Domenico Farllo and Vito D'Amici.  
Priars Realty Company, Inc., Manhattan; \$20,000; to conduct garage business; Louis Rosenberg, 800 Riverside Drive; Alex Geiger and Morris Salzberg.  
Rice Automobile Company, Inc., Albany; 1,500 shares preferred stock \$100 par value and 1,500 shares common stock no par value; automobile sales agency; Esther E. Rice, 899 Lancaster St., Albany; Veronica M. Knorr and Harold P. Collins.  
Socolin Oil Corporation, Nyack; \$25,000; to sell oils, gasoline, etc.; Benjamin Haas, Charles L. DeMartini and A. J. Bryant.  
Bruckner Thermo-Cycle Corporation, New York, 1,000 shares, of which 900 are Class A stock, no par value, and 100 Class B stock, no par value; Robert E. Bruckner, Hastings-on-Hudson; Edwin H. Ludeman and Oscar H. Ludeman, 166 Broadway, New York.  
Almont Operating Company, New York, 200 shares, non par value; collection agency, garage, etc.; Anna Globes, 63 West 113th St., Max Elsenberg and H. S. Mack.  
D. Levick, Inc., Manhattan, \$10,000; motor vehicles; David Levick, Harry Levick and Isadore Tuckfield, 142 West 52d St., New York.  
Cohoes Nash, Inc., Cohoes, \$10,000; to sell automobiles; Anna J. and John J. Cunningham, 138 Mann Ave., and Elizabeth Ballert.

Transportation Company, Paterson, \$100,000; operate bus line; William H. Young, Beatrice Moran and Emanuel Shavick.  
Elizabeth Coach Company, Elizabeth, \$50,000; manufacture automobiles and buses; Louis P. Longbardi, Gladys L. Zutz and Miriam Kucker.  
Arrow Bus Interstate Company, Montclair, \$500,000; operate bus line; John H. Shedd, Robert M. Boyd, Richard T. Wilson and Howard F. McConnell.  
Auto Laundry and Lubrication Service, Hackensack, \$125,000; deal in automobiles and accessories; Fred Erdman, Louisa Erdman, Wilhelmina Erdman and John F. Erdman.  
Brake Lining Service, Inc., Newark, \$50,000; deal in automobiles and accessories; Herbert Kenarik, Henry Gottfried and Gladys L. Frederick.  
Carteret Bus Service, Inc., Carteret, \$100,000; conduct bus line; Francis A. Monaghan.  
Sachs Brothers, Newark, \$80,000; deal in new and used cars and parts; Howard Sachs, Arthur Sachs and Andrew Schlecker.  
Duncan & Zelders, Passaic, \$10,000; deal in automobiles; Herbert R. Duncan, Harvey Zelders and John B. Hunt.

### KANSAS

Topeka, Kan., Jan. 7.—Charters have just been granted to the following automotive concerns:  
Wolfe Tire Company, Winfield, \$5,000; to buy and sell gasoline, oil, accessories and supplies, repair tires and conduct a service business; W. H. Pattee, Gladys Pattee, S. G. Banks, J. E. Banks and B. D. Herlocker.  
Combs Automobile and Electric Supply Company, Dodge City, \$30,000; to purchase and sell at retail and wholesale automotive and electrical supplies; E. E. Combs, W. F. McCoy, P. J. Weigel and Carroll Manda.  
Klutz Motor Sales, Repair and Supply Company, Wilmore, \$10,000; to buy and sell automobiles and automotive supplies and conduct a garage business; Sam Booth, Earl Ferrin, E. L. Klutz, H. J. Pendergast, C. E. Richardson, Alvah York and E. C. Hastings.

## Classified Advertising

CLASSIFIED RATES  
5c word (per daily insertion)

### HELP WANTED

**DISTRICT MANAGER WANTED**  
Leading manufacturer of automotive accessories has an opening for a district manager about 30 to 35 years old. Must have car. Applicant must also have a successful sales record and be capable of selling dealers and distributors. Connection is permanent and with the commission arrangement offered the first year's earnings should be \$5,000 to \$10,000, with a consistent increase each successive year. A good opening for a good man. If interested write, giving full information as to previous experience and connection. Address Box No. 52, Automotive Daily News.

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